Warietta

City of Marietta

205 Lawrence Street Post Office Box 609 Marietta, Georgia 30061

Motion Signature

File Number: 20140805

V2014-31 Clear Channel Outdoor, Inc. 1200 Roswell Road

V2014-31 [VARIANCE] CLEAR CHANNEL OUTDOOR, INC. request for variances for property located in Land Lot 12390, District 16, Parcel 0130, 2nd Section, Marietta, Cobb County, Georgia and being known as 1200 Roswell Road, currently zoned CRC (Community Retail Commercial). Ward 7A.

- 1. Variance to reduce the minimum lot size from 20,000 sq. ft. to 4,054 sq. ft.
- 2. Variance to reduce the front, side, and rear setbacks.
- 3. Variance to allow a billboard to be located within 1,000 feet of another billboard.
- 4. Variance to allow a billboard to be located closer to a permanent structure than a distance that is equal to or greater than the height of the sign.
- 5. Variance to eliminate the requirement that a billboard must be regulated as a principal use and be required to meet all dimensional standards of the applicable zoning district (CRC).

Date	December 10, 2014
	R. Steve Tumlin, Jr., Mayor
	Stephanie Guy, City Clerk

1214-27



Department of Development Services 205 Lawrence Street Marietta, Georgia 30060 Brian Binzer, AICP, Director

APPLICATION FOR VARIANCE OR APPEAL

(Owner/Appli	cant/or Re	presentative	must be	present a	t all pub	lic hearings
		CC				

Application #: V2014-31	Hearing: <u>9×10×14</u> Tabled to 10/8/14	Legistar#20140805	
This is a variance/appeal appli	cation for:		
Board of Zoning App	eals	X City Council	
Owner's Name 1200 Ros	well, LLC		
Address 1200 Roswell	l Road, Suite l, Marietta, (GaZip Code: _30062	
Telephone Number: (404)	702-1200 Email Address:	johnlvarner@aol.com	
COMPLETE ONLY IF AP	PLICANT IS NOT OWNER:		
Applicant Clear Chann	el Outdoor, Inc.		
Address 1200 Wilson	Way, Suite C, Smyrna GA	Zin Code: 30082	
Telephone Number (404)	681-3450 Email Address: speters	s@swillp.com	
Address of property for which	a variance or appeal is requested:		
1200 Roswell Road	Date of Acquis	sition:	
2 390 Land Lot (s) 1282 Distric		Coned CRC Ward 7A FLU RAC	
List the variance(s) or appeal:	requested (please attach any additional info	rmation):	
Variance to relocat	e non-conforming sign. Plea	se see attached Letter of Inte	nt fo
information.			
Required Information			
1. Application fee (\$250) 2 Completed notarized appl	ication. The original application must be	submitted with ALL original	
	the application or signature(s) will NOT		
3. Legal description of prope			
		ict adherence to the code would result in a	
	tinguished from a mere inconvenience or de	trate property lines and all relevant existing	
		odifications within the referenced property	
lines of the tract(s).	in in account to proposed additions of inc	The state of the s	
	owing payment or documentation certified	by the City of Marietta Tax Office.	
1 / **	g applicant to submit application by proper	• •	
<u> </u>	ent of Development Services reserves the		
that reasonably may	be required in order that an informed d	ecision may be made.	

OVER

STAFF REVIEW

Variance Case #:

V2014-31

Legistar #: 20140805

City Council Hearing: Wednesday, November 12, 2014 – 7:00 p.m.

Property Owner:

1200 Roswell, LLC

Attn: John Varner

1200 Roswell Road, Suite 1 Marietta, GA 300062

Applicant:

Clear Channel Outdoor, Inc.

Attn: Bryan Gaylor

1200 Wilson Way, Suite C

Smyrna, GA 30082

Address:

1200 Roswell Road

Land Lot:

12390

District:

16 Parcel:

0130

Council Ward:

7A

Existing Zoning: CRC (Community Retail Commercial)

Special Exception / Special Use / Variance(s) Requested:

- 1. Variance to reduce the minimum lot size from 20,000 sq. ft. to 4,054 sq. ft. [§704.04; §708.16 (H); §714.04 (G. 1); §714.04 (G. 8)]
- 2. Variance to reduce the front, side, and rear setbacks. [§708.16 (H); §714.04 (G.1); §714.04 (G.8)]
- 3. Variance to allow a billboard to be located within 1,000 feet of another billboard. [§714.04 (G.5)]
- 4. Variance to allow a billboard to be located closer to a permanent structure than a distance that is equal to or greater than the height of the sign. [§714.04 (G. 10)]
- 5. Variance to eliminate the requirement that a billboard must be regulated as a principal use and be required to meet all dimensional standards of the applicable zoning district (CRC). [§704.04; §708.16 (H); §714.04 (G.1); §714.04 (G. 8)]

Statement of Fact

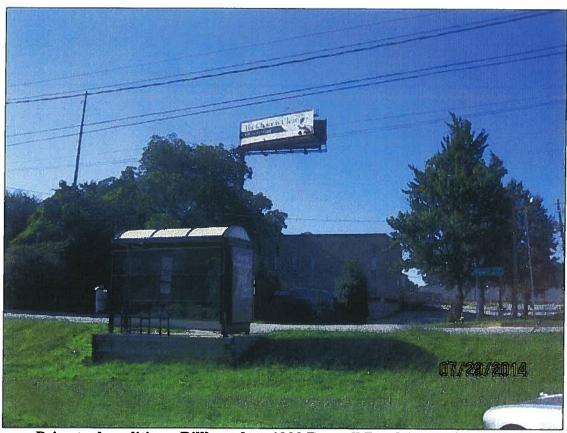
As per section 720.03 of the Comprehensive Development Code of Marietta, the Board of Zoning Appeals may alter or modify the application of any such provision in the Development Code because of unnecessary hardship if doing so shall be in accordance with the general purpose and intent of these regulations, or amendments thereto, and only in the event the board determines that by such alteration or modification unnecessary hardship may be avoided and the public health, safety, morals and general welfare is properly secured and protected. In granting any variance the board of zoning appeals shall designate such conditions in connection therewith as will, in its opinion, secure substantially the objectives of these regulations and may designate conditions to be performed or met by the user or property owner, out of regard for the public health, safety, comfort, convenience, and general welfare of the community, including safeguards for, with respect to light, air, areas of occupancy, density of population and conformity to any master plan guiding the future

development of the city. The development costs of the applicant as they pertain to the strict compliance with a regulation may not be the primary reason for granting a variance.

Criteria:

- 1. Exceptional or extraordinary circumstances or conditions *are/are not* applicable to the development of the site that do not apply generally to sites in the same zoning district.
- 2. Granting the application *is/is not* necessary for the preservation and enjoyment of a substantial property right of the applicant, and to prevent unreasonable property loss or unnecessary hardship.
- 3. Granting the application *will/will not* be detrimental or injurious to property or improvements in the vicinity of the development site, or to the public health, safety, or general welfare.

PICTURES



Prior to demolition - Billboard on 1200 Roswell Road (north facing side)



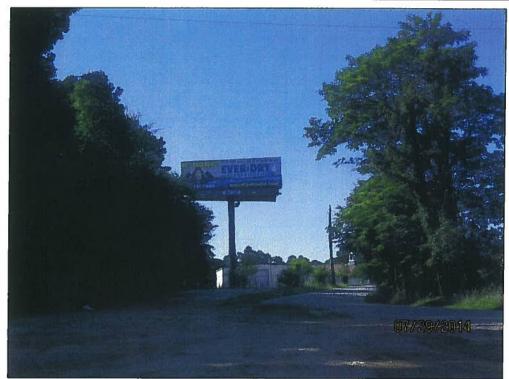


Prior to demolition - Billboard on 1200 Roswell Road (south facing side)



Vacant property - billboard demolished and removed as of Sept. 2, 2014





Billboard located to the south (on 121 Frey's Gin Rd)



Billboard located to the north (1181/1199 Roswell Road)



Staff Analysis:

Clear Channel Outdoor, Inc. is requesting variances that would allow a new billboard to be located at 1200 Roswell Road. The subject property is bordered on the east side by Interstate 75 and on the west side by Freys Gin Court and Freys Gin Road, and is zoned CRC (Community Retail Commercial), as is all the surrounding parcels. Clear Channel originally requested to relocate an existing billboard elsewhere on the parcel due to the westward widening of I-75 to accommodate managed lanes. However, GDOT has since acquired the majority of the property; and has demolished and removed the billboard that had been located on this property. Only 0.093 acres of property remain after GDOT acquisition.

Part of the existing property, which contains the existing billboard structure and currently meets the 20,000 square foot minimum lot size for CRC, is being condemned by Georgia Department of Transportation (GDOT). Section 714.06 (C.), regarding nonconforming signs, states both "a non-conforming sign shall not be replaced by another non-conforming sign..." and "...no structural repairs or changes in the size, shape, location, or design of this sign shall be permitted except to make the sign comply with the requirements of this article." The applicant wishes to relocate the billboard to the area of the parcel remaining after the taking but will not be able to comply with the following aspects of the Zoning Ordinance.

- The parcel area remaining after the taking will only be 4,054 square feet and will not meet the minimum lot size for CRC.
- Because of the small size of the remaining parcel, a new billboard structure will not be able to meet the required setbacks for CRC. The depth of the parcel is just wide enough to accommodate the width of a panel.
- The ordinance requires billboards be spaced at least 1,000 feet apart; and there is a billboard approximately 315 feet to the north and another billboard approximately 550 feet to the south of the proposed location of the new billboard. There are also billboards on the east side of I-75 and one on Cobb Parkway South that lie within 1,000 feet of the proposed location.
- The billboard ordinance also requires the billboard to have a setback, equal to the height of the billboard, from any permanent structure. The application states the billboard will be lowered 15 feet to meet the ordinance requirement of 70 feet from I-75 road grade (85 feet from the base). The existing billboard is currently 86 feet above I-75 road grade (101' from the base). There is a small building (23 Freys Gin Road) located across Freys Gin Court that is approximately 65 feet from the proposed location of the billboard. This will allow the billboard be constructed with a structure already in its "fall zone," which is prohibited by ordinance.

The letter submitted with the application originally highlighted nonconformities that were to be reduced or eliminated by this proposal. These included the elimination of one of the panels of the billboard, reduction of the overall height, and making the billboard the principal use of the parcel since the existing building is to be demolished.

Since the billboard has been demolished, Staff has not received any new information in regards to the new billboard and which, if any, regulations it would meet.



This request for variances was discussed by City Council on Wednesday October 8, 2014, and there were questions about the area of the property and the possibility of acquiring additional property. After a lengthy discussion the matter was tabled until the next regularly scheduled City Council meeting on Wednesday November 12, 2014.

PUBLIC NOTICE OF VARIANCES

The City of Marietta hereby gives notice that a public hearing will be held to give consideration to the following Variances for a recommendation to the City Council at their meeting on **Wednesday, December 10, 2014, 7:00 p.m.,** City Hall, for a final decision to be made.

V2014-31 [VARIANCE] CLEAR CHANNEL OUTDOOR, INC. request variance for property located in Land Lot 12390, District 16, Parcel 0130, 2nd Section, Marietta, Cobb County, Georgia and being known as 1200 Roswell Road, currently zoned CRC (Community Retail Commercial). Variance to reduce the minimum lot size from 20,000 sq. ft. to 4,054 sq. ft.; variance to reduce the rear setback for a billboard support structure from 35' to 5'; variance to reduce the rear setback for billboard sign faces to 0'; variance reduce the side setbacks for billboard sign faces to 0'; variance to reduce the minimum lot width from 100' to 20'; variance to allow a billboard to be located within 1,000 feet of another billboard; variance to allow a billboard to be located closer to a permanent structure than a distance that is equal to or greater than the height of the sign.

Ward 7A.

A description and plat of the property sought for the rezoning and future land use assignment are on file in the Planning and Zoning Office, City Hall, and is available for inspection between 8:00 A.M. and 5:00 P.M., Monday through Friday. Anyone wishing to attend may do so and be heard relative thereto.

For additional information please call the Planning and Zoning Office (770) 794-5440.

Accessibility to Meetings: If you believe you may need the City/BLW to provide special accommodations in order to attend/or participate in any of the above meetings, please call Mr. Patrick Henley, ADA Coordinator, at 770-794-5558 (voice) or 770-794-5560 (TDD) no later than 48 hours before the date of the above meeting.

City of Marietta 205 Lawrence Street Marietta, Georgia 30060

rietta **Variance** 1171 1186 CHERT RD 1192 1174 1181 1180 1255 1199 1097 0 1181 0 1355 CIR 1157 1151 1153 1123 1109 1263 ROSWELL RD 1130 1176 1092 1250 1256 1200 0 41 1288 1294 35 1268 CRC 1140 51 50 121 Address Parcel Number Ward Zoning FLU Acreage Zoning Symbols Property Owner: Clear Channel Outdoor City Limits Cobb County R2 - Single Family Residential (2 units/acre) R3 - Single Fernily Residential (3 units/acre) R4 - Single Family Residential (4 units/acre) RA4 - Single Family Residential - Attached RA6 Single Family Residential - Attached Applicant: RAS - Single Family Residential - Attached MHP - Mobile Home Park RM8 Multi Family Residential (6 units/scre) RM10 - Multi Family Residential (10 units/acre) City Council Hearing Date: 12/10/2014 RM12 - Multi Family Residential (12 units/scre) RHR Residential High Rise PRD-MF Planned Residential Dev Multi Family NRC - Neighborhood Retail Commercial CRC - Community Retail Commercial RRC - Regional Retail Commercial Acquisition Date: PCD Planned Commercial Develor LI - Light Industrial HI Heavy Industrial PID Planned Industrial Develops V2014-31 Case Number: MXD Mixed Use Development CSD - Central Business District OIT - Office Institutional Transitional City of Marietta Planning & Zoning LRO - Low Rise Office OI Office Institutional OS - Office Services

OHR Office High Rise



Aerial Map



Address	Parcel Number	Acreage War	d Zoning FLU
Property Owner:	Clear Channel Outdoor		_
Applicant:			Legend Railroads
City Council Hearing I	Date: 12/10/2014		City Limits
Planning Commission Hearing Date:			Cobb County Pockets
BZA Hearing Date:	Case Nun	aber: V2014-31	
Comments:			
C:4	CAC : 44 Pl : 0.77 :		
City (of Marietta Planning & Zoning	5	

LAW OFFICES SCHREEDER, WHEELER & FLINT, LLP 1100 PEACHTREE STREET, NE SUITE 800 ATLANTA, GEORGIA 30309-4516

(404) 681-3450 FACSIMILE: (404) 681-1046

Scott W. Peters

E-Mail: speters@swfllp.com

Direct Dial: (404) 954-9836

July 1, 2014

VIA HAND DELIVERY

Mr. Brian Binzer, Director Department of Development Services City of Marietta 205 Lawrence Street Marietta, GA 30060

RE:

Application for Variance - Clear Channel Outdoor

Letter of Intent

Dear Mr. Binzer:

Please accept this letter in support of the application of Clear Channel Outdoor, Inc., in regard to its request to relocate its existing legal non-conforming billboard located at the south east corner of Roswell Road and Freys Gin Court. This existing outdoor advertising sign is being condemned by the Georgia Department of Transportation ("GDOT") for the I-75 managed lane project. The requested variances are sought to allow relocation of this sign upon the remainder of the property which is not being acquired by GDOT.

GDOT is condemning the majority of the parcel on which this billboard is presently located. The property originally consisted of approximately 21,682 square feet, and is presently improved with a three story brick building and associated parking lots. GDOT is condemning the vast majority of the property, and in conjunction with the project will demolish all of the improvements that are presently located upon the property. The property owner is left with a remainder consisting of 4,054 square feet located adjacent to Freys Gin Court. The property has a depth of 50 feet at its southern end, and has approximately 212 feet of frontage along Freys Gin Court.

In order to minimize the compensation to be paid by GDOT, and thereby save the taxpayers of the State of Georgia additional funds, Clear Channel Outdoor seeks the right to relocate a reduced version of this sign on the remainder of the subject property. Based upon the size of the remaining parcel, and in a desire to minimize the impact of this sign on the area, Clear Channel Outdoor proposes to construct a single faced sign, rather than

LAW OFFICES SCHREEDER, WHEELER & FLINT, LLP

Mr. Brian Binzer Page 2 July 1, 2014

reconstruct the existing double-faced sign, if these variances are approved. Further, while the existing sign is presently 86 feet tall (as measured from existing road grade of I-75), the proposed new sign will only be 70 feet tall (once again, as measured from existing road grade of I-75). This proposed height is in conformance with the height requirements of the Marietta code.

Attached hereto as Exhibit "A" is a Variance Analysis depicting the variances requested to allow the proposed single face sign to be constructed upon the remainder of this property. As you will note from this analysis, several of the existing non-conformities are reduced by this proposed relocation, while several either remain identical or are increased. For example, although the existing sign is 86 feet over I-75 road grade, Clear Channel Outdoor proposes reducing this height to 70 feet. In addition, because the existing office building on the property will be demolished, the reconstructed sign will be the sole principal use of the subject property. Further, the impervious surfaces for the subject property will be reduced, and the landscaped area will be increased. The proposed sign is not located within 500 feet of a residential zoning district, a church, school, park, public building, or cemetery. Although the setbacks for the proposed sign are reduced, this is caused by the small remainder lot size.

In support of this request, Clear Channel Outdoor shows that its existing outdoor advertising sign is a legal non-conforming use which was originally constructed pursuant to a permit that was issued by the City of Marietta. In addition, Clear Channel Outdoor possesses a GDOT permit for this sign. The non-conformity of the existing sign is due to no action by Clear Channel Outdoor, but rather has resulted in changes to the Marietta code following the construction of the sign.

Clear Channel Outdoor further shows that the conditions requiring the request for this variance are being caused by GDOT, and not by any action of Clear Channel Outdoor or the property owner. The extraordinary and exceptional circumstances are the result of the actions of GDOT in condemning the property for the I-75 managed lane project, which result in the size and shape of the property being altered significantly. These alterations are causing a substantial hardship upon Clear Channel Outdoor because the current Marietta Sign Ordinance otherwise prohibits the relocation of this sign (or the construction of any new signs in the immediate vicinity), and as a result, Clear Channel would not otherwise be permitted to retain its existing rights and privileges under its sign permits unless the requested variances are approved. The inability to relocate the sign in a permissive fashion upon the property are due to the small size and irregular shape of the remainder parcel.

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Mr. Brian Binzer Page 3 July 1, 2014

Clear Channel Outdoor respectfully requests that this variance application be approved so as to permit the relocation of this existing legal non-conforming sign upon the remainder of this property. Thank you for your consideration in this regard.

Sincerely,

Scott W. Peters

SWP/cal Enclosure

CLIENTS:1549:78 Parcel 50:Correspondence:Binzer ltr. 6.27.14.docx

LAW OFFICES SCHREEDER, WHEELER & FLINT, LLP 1100 PEACHTREE STREET, NE SUITE 800 ATLANTA, GEORGIA 30309-4516

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Scott W. Peters

E-Mail: speters@swfllp.com

Direct Dial: (404) 954-9836

August 19, 2014

VIA HAND DELIVERY

Mr. Brian Binzer, Director Department of Development Services City of Marietta 205 Lawrence Street Marietta, GA 30060

RE:

Application for Variance - Clear Channel Outdoor

1200 Roswell Road

Supplement to Application

Dear Mr. Binzer:

Please accept the attached Constitutional Objections on behalf of Clear Channel Outdoor and 1200 Roswell Road, LLC, in further support of their Variance Application in regard to the property located at 1200 Roswell Road which was filed on July 2, 2014, which is currently scheduled for hearing on September 10, 2014. We ask that this document be added to the application package and be included in the record of this variance application.

Thank you for your assistance in regard to this matter, and please do not hesitate to call should you have any questions in this regard.

Sincerely.

Scott W. Peters

SWP/cal Enclosure

CONSTITUTIONAL OBJECTIONS

COME NOW Clear Channel Outdoor, Inc. and landowner 1200 Roswell Road, LLC (collectively, the "Applicants") and set forth their constitutional objections in the event their variance application is denied.

The Applicants seek variances in the City of Marietta, Georgia, as described in the foregoing application. The present classification of the subject property without the granting of such variances constitutes a taking of the property without payment of adequate compensation. Lamar Adver. of South Georgia v. City of Albany, 260 Ga. 46, 389 S.E.2d 216 (1990). Moreover, the entire Marietta sign code (division 714 of the Marietta Zoning Ordinance) and specifically sections 714.04(G) and 714.06 of the Marietta Zoning Code, violate the First Amendment to the Constitution of the United States and Article I, Section I, Paragraph V (Free Speech) of the Constitution of the State of Georgia. The sign code impermissibly "evidences hostility to signs in general and to commercial signs in particular." Fulton County v. Galberaith, 282 Ga. 314, 647 S.E.2d 24 (2007). Sections 714.04(G) and 714.06 of the zoning code do not directly advance any governmental interest or, in the alternative, regulate speech more extensively than necessary to serve any government interest. Metromedia, Inc. v. City of San Diego, 453 U.S. 490, 101 S.Ct. 2882, 69 L. Ed. 2d 800 (1981); Cent. Hudson Gas & Elec. Corp. v. Pub. Serv. Comm'n of New York, 447 U.S. 557, 100 S.Ct. 2343, 65 L. Ed. 2d 341 (1980); Union City Bd. of Zoning Appeals v. Justice Outdoor Displays, Inc., 266 Ga. 293, 467 S.E.2d 875 (1996). "To ban any type of commercial speech, the government must have a substantial reason for doing so. A ban on commercial speech must directly

advance the asserted governmental interest, and the prohibition must be tailored so that it sweeps no more broadly than is necessary to achieve that interest." Fulton County v. Galberaith, 282 Ga. at 318. A government restricting speech "must draw its regulations to suppress no more speech than is necessary to achieve its goals." Coffey v. Fayette County, 279 Ga. 111, 610 S.E.2d 41 (2005). The Marietta sign restrictions violate these standards.

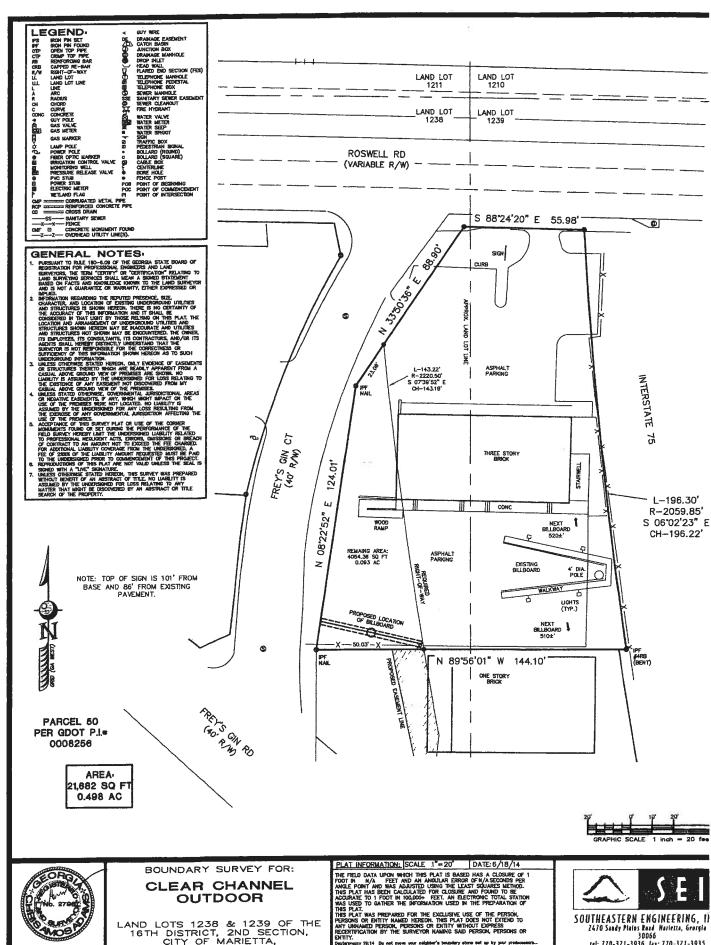
In addition, the arbitrary and capricious denial of the variance application would constitute a violation of due process and equal protection. <u>Tuggle v. Manning</u>, 244 Ga. 29, 159 S.E.2d 703 (1968). The denial of the variance application would not bear a substantial relation to the public health, safety, morals or general welfare. As a result, the denial of the variance application would be arbitrary and capricious. <u>Sellars v. Cherokee County</u>, 254 Ga. 496, 330 S.E.2d 882 (1985).

Further, the variance process set forth in section 714.04(G)(16) violates the applicant's right to due process, equal protection, and free speech. Specifically, in order for a variance procedure to be valid, it must be "drawn with specific specificity to apprise an applicant of common intelligence of the standards which he should anticipate the governing body will consider" at the time the application is reviewed. Dinsmore Development Co., Inc. v. Cherokee County, 260 Ga. 727, 728 (1990). (Property owner entitled to special use permit for solid waste landfill where ordinance lacked sufficient objective guidelines to base approval or denial of permit); see also, Arras v, Herrin, 255 Ga. 11 (1985) (applicant entitled to beer and wine license where Board of Commissioners had absolute discretion, to approve or deny application permit); and FSL Corporation v.

Herrington, 262 Ga. 725 (1993) (applicant entitled to special use permit for sanitary landfill where county ordinance provided no objective criteria for approval or denial thereof). This is especially true where issues of free speech are involved because the government is prohibited from deciding who may speak and who may not based upon the content of the speech or the viewpoint of the speaker. City of Lakewood v. Plain Dealer Publishing Co., 486 U.S 750, 764 (1998).

If the Applicants' variance application is denied, their rights under the First and Fourteenth Amendments to the Constitution of the United States and under Article I, Section I, Paragraph I (Due Process); Article I, Section III, Paragraph I (Eminent Domain); Article I, Section I, Paragraph II (Equal Protection); and Article I, Section I, Paragraph V (Free Speech) of the Constitution of the State of Georgia will be violated. Denial of the application will also constitute an improper exercise of the police power.

K:\1549\78 Parcel 50\constitutional objection.docx





LAND LOTS 1238 & 1239 OF THE 16TH DISTRICT, 2ND SECTION, CITY OF MARIETTA, COBB COUNTY, GEORGIA

Deutermony 19:14 De not more your neighber's boundary etme set up by your professes MEMBER OF THE SURVEYING & MAPPING SOCIETY OF GEORGIA (SAMSOG) ALL MATTERS OF TITLE ARE EXCEPTED. © 2013



SOUTHEASTERN ENGINEERING, II 2470 Sandy Plains Road Harietta, Georgia 30066 tel: 770-321-3936 fax: 770-321-3935 www.seengineering.com

JOB No.: 882-14-104